

IN THE CLAIMS:

1           1.       A method for presenting a television (TV) ride, the TV ride including an  
2 automated sequence of TV programming, comprising:

3           receiving a TV ride selection;

4           receiving, from a host, a TV ride lineup associated with the TV ride selection, the TV  
5 ride lineup specifying TV programming provided by more than one channel;

6           accessing the TV ride lineup; and

7           automatically tuning to a channel that provides the TV programming based on the  
8 accessed TV ride lineup.

1           2.       The method of claim 1 further comprising storing the TV ride lineup, wherein  
2 accessing the TV ride lineup includes accessing the stored TV ride lineup.

1           3.       The method of claim 1 wherein accessing the TV ride lineup includes  
2 accessing data identifying TV programs included in the TV ride lineup.

1           4.       The method of claim 3 wherein automatically tuning to the channel includes  
2 processing the identifying data to determine the channel and a time associated with the TV  
3 programming.

1           5.       The method of claim 1 further comprises displaying the TV programming and  
2 a window.

1           6.       The method of claim 5 wherein displaying the window includes displaying an  
2 interactive opportunity in the window.

1           7.       The method of claim 5 wherein displaying the window includes displaying a  
2 viewer poll in the window.

1           8.       The method of claim 5 wherein displaying the window includes displaying an  
2 advertisement in the window.

1           9.     The method of claim 1 comprising receiving an indication that the TV  
2 programming in the TV ride corresponds to TV programming in an alternate TV ride;  
3 receiving a selection to view the alternate TV ride; and receiving, from the host, the lineup  
4 associated with the alternate TV ride.

1           10.    The method of claim 1 wherein the TV ride is a sponsored TV ride.

1           11.    The method of claim 1 wherein the TV ride lineup is based on a theme.

1           12.    The method of claim 1 wherein the TV ride is a spawned TV ride.

1           13.    The method of claim 12 further comprising receiving an indication of a rating  
2 of the TV programming specified by the TV ride lineup.

1           14.    The method of claim 12 further comprising receiving the TV lineup based on  
2 viewer poll data.

1           15.    The method of claim 12 wherein the spawned TV ride is a viewer-spawned  
2 TV ride.

1           16.    The method of claim 1 wherein the TV ride is a viewer-created TV ride.

1           17.    The method of claim 1 further comprising generating parameter data  
2 indicating the TV ride programming associated with the received TV ride selection,  
3 transmitting the parameter data, and receiving a TV ride lineup based on the generated  
4 parameter data.

1           18.    The method of claim 16 further comprising generating data indicating an  
2 invitation to join the viewer-created TV ride, and transmitting the invitation data to one or  
3 more buddies.

1 19. The method of claim 1 further comprising receiving the TV ride lineup based  
2 on the TV ride selection and storing the TV ride lineup.

1 20. The method of claim 19 further comprising periodically receiving additional  
2 TV ride lineup data from a host and updating the TV ride lineup based on the additional TV  
3 ride lineup data.

1 21. A set top box for presenting a television (TV) ride, the TV ride including an  
2 automated sequence of TV programming, comprising:  
3 an interface for receiving a TV ride selection;  
4 an interface for receiving, from a host, a TV ride lineup associated with the TV ride  
5 selection, the TV ride lineup specifying TV programming provided by more than one  
6 channel; and  
7 a processor for accessing the TV ride lineup and for automatically tuning to a channel  
8 providing the TV programming based on the accessed TV ride lineup.

1 22. The set top box of claim 21 further comprising a memory for storing the TV  
2 ride lineup, wherein the processor accesses the memory to access the TV ride lineup.

1 23. The set top box of claim 21 wherein the processor accesses data identifying  
2 the TV programming included in the TV ride lineup when accessing the TV ride lineup.

1 24. The set top box of claim 23 wherein the processor determines a channel and a  
2 time associated with the TV programming based on the data identifying the TV  
3 programming.

1 25. The set top box of claim 21 further comprising an interface that provides a  
2 video output, wherein the video output includes a display for the TV programming provided  
3 on the channels specified by the accessed TV ride lineup.

1 26. The set top box of claim 25 wherein the processor generates a window for the  
2 display.

1           27.    The set top box of claim 26 further comprising an interface for receiving data  
2   related to an interactive opportunity, wherein the processor generates the window and  
3   displays content within the window based on received interactive opportunity data.

1           28.    The set top box of claim 26 wherein the window displays an interactive  
2   viewer poll.

1           29.    The set top box of claim 26 wherein the window displays an advertisement.

1           30.    The method of claim 21 further comprising an interface for receiving an  
2   indication that the TV programming in the TV ride corresponds to TV programming in an  
3   alternate TV ride; an interface for receiving a selection to view the alternate TV ride; and an  
4   interface for receiving, from the host, the lineup associated with the alternate TV ride.

1           31.    The set top box of claim 21 wherein the TV ride is a sponsored TV ride.

1           32.    The set top box of claim 21 wherein the TV ride is a thematic TV ride

1           33.    The set top box of claim 21 wherein the TV ride is a spawned TV ride.

1           34.    The set top box of claim 33 wherein the spawned TV ride is a viewer-spawned  
2   TV ride.

1           35.    The set top box of claim 32 wherein the spawned TV ride is a poll-spawned  
2   TV ride.

1           36.    The set top box of claim 21 wherein the TV ride is a viewer-created TV ride.

1           37.    The set top box of claim 22 wherein the processor generates parameter data  
2   associated with the TV ride selection and the TV ride lineup receiving interface receives a  
3   TV ride lineup based on the generated parameter data.

1           38.     The set top box of claim 36 wherein the processor generates data indicating an  
2 invitation to join the viewer-created TV ride and transmits the invitation data to one or more  
3 buddies.

1           39.     The set top box of claim 21 further comprising an interface for receiving the  
2 TV ride lineup based on the TV ride selection and a memory for storing the TV ride lineup.

1           40.     The set top box of claim 21 further comprising an interface for periodically  
2 receiving TV ride lineup data, wherein the processor updates the TV ride lineup based on the  
3 TV ride lineup data.

1           41.     A method for providing a television (TV) ride, the TV ride including an  
2 automated sequence of TV programming,, the method comprising:  
3           receiving a TV ride selection;  
4           determining a TV ride lineup in response to the TV ride selection, the TV ride lineup  
5 including data for automatically tuning to the TV programming for more than one channel;  
6 and  
7           transmitting the TV ride lineup to a set top box.

1           42.     The method of claim 41 further comprising determining an interactive  
2 opportunity and transmitting data based on the interactive opportunity to the set top box.

1           43.     The method of claim 42 wherein the data transmitted based on the interactive  
2 opportunity include a link to web content.

1           44.     The method of claim 42 wherein the data transmitted based on the interactive  
2 opportunity include an interactive viewer poll.

1           45.     The method of claim 42 wherein the data transmitted based on the interactive  
2 opportunity include in advertisement.

1           46.    The method of claim 2 wherein the data transmitted based on the interactive  
2 opportunity include a link to a chat room.

1           47.    The method of claim 41 further comprising determining the TV ride lineup  
2 based on TV programming selected by a sponsor.

1           48. The method of claim 41 further comprising determining the TV ride lineup based  
2 on TV programming selected according to a theme.

1           49.    The method of claim 41 further comprising determining the TV ride lineup  
2 based on TV viewer feedback.

1           50.    The method of claim 42 further comprising receiving an indication of a rating  
2 of TV programming.

1           51.    The method of claim 50 further comprising generating a TV lineup based on  
2 the rating.

1           52.    The method of claim 41 further comprising determining the TV programming  
2 to which a set top box is tuned at any time.

1           53.    The method of claim 52 further comprising generating the TV ride lineup  
2 based on the determined TV programming.

1           54.    The method of claim 41 further comprising receiving parameter data  
2 indicating a selection of TV programming and determining a viewer-created TV ride lineup  
3 based on the received parameter data.

1           55.    The method of claim 54 further comprising generating invitations to join the  
2 viewer-created TV ride lineup and transmitting the invitations to one or more buddies.

1           56.     The method of claim 41 further comprising periodically transmitting TV ride  
2 lineup update data for storage in the set top box.

1           57.     The method of claim 52 further comprising determining that the determined TV  
2 programming corresponds to TV programming in an alternate TV ride; transmitting data  
3 indicating that the determined TV programming corresponds to the alternative TV ride.

1           58.     The method of claim 57 further comprising receiving a selection to join the  
2 alternate TV ride and transmitting a TV ride lineup corresponding alternate TV ride.

1           59.     A host for providing a television (TV) ride, the TV ride including an  
2 automated sequence of TV programming, comprising:  
3                 an interface for receiving a TV ride selection;  
4                 a processor for determining a TV ride lineup in response to the TV ride selection, the  
5 TV ride lineup including data for automatically tuning to the TV programming for more than  
6 one channel; and  
7                 an interface for transmitting the TV ride lineup to a set top box.

1           60.     The host of claim 59 further comprising a processor for determining an  
2 interactive opportunity and transmitting data based on the interactive opportunity to the set  
3 top box.

1           61.     The host of claim 60 wherein the data transmitted based on the interactive  
2 opportunity include a link to web content.

1           62.     The host of claim 60 wherein the data transmitted based on the interactive  
2 opportunity include an interactive viewer poll.

1           63.     The host of claim 60 wherein the data transmitted based on the interactive  
2 opportunity include an advertisement.

1           64.    The host of claim 60 wherein the data transmitted based on the interactive  
2 opportunity include a link to a chat room.

1           65.    The host of claim 60 further comprising a processor for determining the TV  
2 ride lineup based on TV programming selected by a sponsor.

1           66. The host of claim 59 further comprising a processor determining the TV ride  
2 lineup based on TV programming selected according to a theme.

1           67.    The host of claim 59 further comprising a processor for determining the TV  
2 ride lineup based on TV viewer feedback.

1           68.    The host of claim 59 further comprising an interface for receiving an  
2 indication of a rating of the TV programming.

1           69.    The host of claim 68 further comprising a processor for determining TV  
2 lineup based on the rating.

1           70.    The host of claim 59 further comprising a processor for determining what TV  
2 programming a set top box is tuned to.

1           71     The host of claim 70 further comprising a processor for generating the TV  
2 ride lineup based on the determined TV programming.

1           72.    The host of claim 59 further comprising an interface for receiving parameter  
2 data indicating a selection of TV programming and a processor for determining a viewer-  
3 created TV ride lineup based on the received parameter data.

1           73.    The host of claim 59 further comprising a processor for generating data  
2 indicating an invitation to view the viewer-created TV ride lineup and transmitting the  
3 invitations to one or more buddies.



1           74.    The host of claim 59 further comprising a processor for periodically  
2 determining TV ride lineup update data for transmission to the set top box.

1           75.    The host of claim 70 further comprising a processor for determining that the  
2 determined TV programming corresponds to TV programming in an alternate TV ride and  
3 for transmitting data indicating that the determined TV programming corresponds to the  
4 alternative TV ride.

1           76.    The host of claim 76 further comprising an interface for receiving a selection  
2 to join the alternate TV ride and a processor for transmitting a TV ride lineup corresponding  
3 alternate TV ride.

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